

# Census Bureau Economic Data

Goldschmidt Data Workshop

U.S. Census Bureau

February 12, 2015

Presented by: Andrew W. Hait

Economic Data Product and Data User Liaison

# Outline

- Census Economic Programs **Primer**
- Our New **business.census.gov** Site
  - What's Been **Released So Far**
  - What's Coming Up (Geographic Area Series, etc.)
- **Related** Economic Programs
- Other **New Offerings**

# Census Economic Data

- Monthly and Quarterly Data
  - Leading Economic Indicators, like *Monthly Retail Sales*
- Annual Data
  - *Annual Survey of Manufactures*
- The Economic Census and Related Programs

U.S. Census Bureau Economic Indicators			
<b>Advance Report Durable Goods</b> March 2014 Report Released 8:30 AM EDT, 4/24/14	<b>\$234.8 B</b> New Orders	<b>↑<sup>o</sup></b> 2.6%	
<b>New Residential Sales</b> March 2014 Report Released 10:00 AM EDT, 4/23/14	<b>384,000</b> Single-family houses	<b>↓</b> -14.5%	
<b>New Residential Construction</b> March 2014 Report Released 8:30 AM EDT, 4/16/14	<b>946,000</b> Housing starts	<b>↑<sup>*</sup></b> 2.8%	
<b>Business Inventories</b> March 2014 Report Released 10:00 AM EDT, 4/14/14	<b>\$1,715.6 B</b>	<b>↑</b> 0.4%	

[View All](#)     <sup>o</sup> change not statistically significant  
<sup>\*</sup> significance not reported / applicable

# Key Economic Census Terms

- **NAICS** (North American Industry Classification System)
  - Our primary data dimension
- **Establishments** (vs. Companies, Firms, etc.)
  - Our collection/tabulation level
- **Employers** (vs. Nonemployers)
  - EC only covers employer businesses
- U.S. Code **Title 13 and 26**
  - Protects business privacy



# Business.Census.Gov

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News, Events, Blogs

## Mining, Quarrying, Oil and Gas Extraction Booming

This sector showed tremendous growth as establishments rose by 26.4 percent. Read more in the *2012 Economic Census Advance Report* - the first report capturing a comprehensive look at the U.S. economy since the 2007 recession.

### Population Clock

U.S. Population  
3 1 8 0 2 9 5 4 5

World Population  
7 1 6 5 5 6 8 7 4

May 12, 2014 18:44 UTC (+4) [Learn More >>](#)

### Quick Facts

Quick, easy access to data on people, business, and the economy.

Select a state to view data

### Latest News

**Census Bureau to Participate in Google Hangout with Bicyclists**  
May 08, 2014  
U.S. Census Bureau analyst and author of a report on biking to work, will participate in a Google Hangout with the League of American Bicyclists.

**Biking to Work Increases 60 Percent Over Last Decade**  
May 08, 2014

### Navigation

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Population, Economy

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Research

### Population

**Economy**

Business

Education

Employment

Families & Living Arrangements

Health

Housing

Income & Poverty

International Trade

Public Sector

Index A-Z

### Economy

The U.S. Census Bureau is the official source of statistical data tracking the national economy.

Classification Codes (i.e., NAICS)

**Economic Census**

Economic Indicators

Economic Studies

Industry Statistics Portal

Other Economic Programs

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## Economic Census

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New for 2012

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- [Quick links to data tools](#)
- [Information for Respondents](#)

I am looking for statistics on...  
Find the right data >

Information and Promotion  
Resources to inform your organization >

How we gather data  
Guide to Economic Census Methodology >

Detailed industry statistics from the Economic Census are now being released. See [what's been released](#) or learn more about the [Industry Series](#).

**Fun Facts**

Just released from the 2012 Economic Census

**Cruises accounted for \$77.4 million in revenue in 2012 for Coastal and Great Lakes Passenger Transportation.**

[business.census.gov](#)

[View other Fun Facts](#)

[Find the data you need](#)

[Information for your organization](#)

[Responding to the Economic Census](#)

GET EMAIL UPDATES

Release Schedule by Date

Release Schedule by Quarter

What's Been Released

Upcoming Releases

# Release Schedule

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## 2012 Economic Census Release Schedule

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### See the schedule by quarter



### See what's been released

What's been released

Publication Series	Report Title	Release Date Range
Core Business Statistics	Advance Report	March '14
Enterprise Statistics	Enterprise Statistics	Feb '16
Franchise	Franchise	Feb '16
Bridge	Bridge	June '16
Comparative	Comparative	June '16
Construction	Construction	Oct '14 - Dec '14
Manufacturing	Manufacturing	June '14 - Dec '14
Mining	Mining	Oct '14 - Dec '14
Retail	Retail	July '14 - Jan '15
Services	Services	July '14 - Feb '15
Utilities and Finance	Utilities and Finance	June '14 - Feb '15
Wholesale	Wholesale	July '14 - Feb '15

### See upcoming releases

What will be released

The following publications will be released in the next 30 days. Dates are subject to change. If you're always shown updates, or "What's published in a specific time."

**Publications being released in the next 30 days:**

- Finance and Insurance Industry Series, 2012: Insurance Agencies, Brokerages and Other Related Activities
- Finance and Insurance Industry Series, 2012: Insurance Agencies, Brokerages and Other Related Activities
- Finance and Insurance Industry Series, 2012: Insurance Agencies, Brokerages and Other Related Activities

## 2012 Economic Census Release Schedule by Program and Series

Publication Series	Report Title	Release Date Range
Core Business Statistics	Advance Report	March '14
	Enterprise Statistics	Feb '16
	Franchise	Feb '16
	Bridge	June '16
	Comparative	June '16
Industry Series	Construction	Oct '14 - Dec '14
	Manufacturing	June '14 - Dec '14
	Mining	Oct '14 - Dec '14
	Retail	July '14 - Jan '15
	Services	July '14 - Feb '15
	Utilities and Finance	June '14 - Feb '15
	Wholesale	July '14 - Feb '15

### Upcoming releases

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The following publications are projected to be released in the next 30 days. This list is updated on a biweekly basis. This site was last updated on 03-Nov-14.

#### Publications projected to be released in the next 30 days:

- Accommodation and Food Services: Industry Series, 2012: Accommodation and Food Services
- Accommodation and Food Services: Industry Series, 2012: Food Services and Drinking Places
- Administrative and Support and Waste Management and Remediation Services: Industry Series, 2012: Office Administrative Services
- Construction: Industry Series, 2012: Electrical Contractors
- Construction: Industry Series, 2012: Finish Carpentry Contractors
- Construction: Industry Series, 2012: Framing Contractors
- Construction: Industry Series, 2012: Glass and Glazing Contractors
- Construction: Industry Series, 2012: Masonry Contractors
- Construction: Industry Series, 2012: Oil and Gas Pipeline and Related Structures Construction
- Construction: Industry Series, 2012: Painting and Wall Covering Contractors
- Construction: Industry Series, 2012: Plumbing, Heating, and Air-Conditioning Contractors
- Construction: Industry Series, 2012: Poured Concrete Foundation and Structure Contractors
- Construction: Industry Series, 2012: Power and Communication Line and Related Structures Construction
- Construction: Industry Series, 2012: Roofing Contractors
- Construction: Industry Series, 2012: Siding Contractors
- Construction: Industry Series, 2012: Structural Steel and Precast Concrete Contractors
- Construction: Industry Series, 2012: Tile and Terrazzo Contractors
- Construction: Industry Series, 2012: Water and Sewer Line and Related Structures Construction
- Health Care and Social Assistance: Industry Series, 2012: Ambulatory Health Care Services
- Health Care and Social Assistance: Industry Series, 2012: Hospitals

# Advance Report

- National-level data at 2- and 3-digit NAICS
- Released on March 26<sup>th</sup>, 2014

FOR IMMEDIATE RELEASE: WEDNESDAY, MARCH 26, 2014

## Mining, Quarrying, Oil and Gas Extraction Booming, According to First Results from the Census Bureau's 2012 Economic Census

*From Utilities to Health Care to Manufacturing, Census Bureau Statistics Provide Look at U.S. Economy Since Recession*

The mining, quarrying, and oil and gas extraction sector of the economy showed tremendous growth from 2007 to 2012 as the number of establishments rose by 26.4 percent, according to the [2012 Economic Census Advance Report](#) released today by the U.S. Census Bureau.

These results provide the first comprehensive look at the U.S. economy since the 2007 recession. The economic census is the most authoritative and comprehensive source of information about U.S. businesses from the national to the local level. It provides the foundation and benchmark for gross domestic product, monthly retail sales, as well as other indicators of economic performance.

"The economic census is one of the Commerce Department's most valuable data resources," U.S. Secretary of Commerce Penny Pritzker said. "By providing a close-up look at millions of U.S. companies in thousands of industries, the economic census is an important tool that informs policy at the local, state and national level, and helps businesses make critical decisions that drive economic growth and job creation. At the Department of Commerce, one of the top priorities of our 'Open for Business Agenda' is to make our data easier to access and understand so that it can continue enabling startups, moving markets, protecting life and property, and powering both small and large businesses across the country."



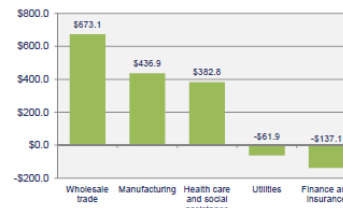
### 2012 Economic Census: Advance Report Snapshot

#### Selected Preliminary Findings

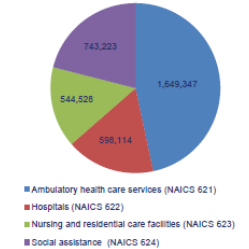
##### DID YOU KNOW?

The Health Care sector was not only the largest employer in the U.S. in 2012 (with nearly 18.6 million employees) but this sector also reported the highest annual payroll (\$804.4 billion). The Wholesale Trade sector reported the most sales (\$7.2 trillion), and the Retail Trade sector had the largest number of businesses (nearly 1.1 million establishments).

Difference in Sales, Shipments, Receipts, or Revenue for Selected Sectors: 2007 to 2012 (\$ Billion)



Components of Health Care Sector Total Employment Difference: 2002 to 2012



#### Employment Statistics in Top 5 Economic Census Sectors in the U.S.: 2012, 2007, & 2002

NAICS Code	NAICS Title	Number of Employees (sector ranking criteria)				Annual Payroll per Employee (\$)			
		2012	2007	2002	Change 2002 - 2012	2012	2007	2002	Change 2002 - 2012
62	Health care and social assistance	18,587,467	16,792,074	15,052,255	3,535,212	\$43,275	\$39,466	\$32,942	10,333
44-45	Retail trade	14,737,687	15,515,396	14,647,675	90,012	\$25,196	\$23,384	\$20,625	4,571
72	Accommodation and food services	12,027,857	11,600,751	10,120,951	1,906,606	\$16,383	\$14,726	\$12,603	3,780
31-33	Manufacturing	11,268,906	13,395,670	14,699,536	-3,430,630	\$52,686	\$45,818	\$39,197	13,489
56	Administrative and support and waste management and remediation services	10,217,859	10,250,955	8,741,854	1,476,005	\$33,826	\$29,407	\$23,615	10,211

Note: All data are expressed in current dollars. Sectors presented are limited to those which are comparable over time; comparisons for other sectors may be impacted by changes to the North American Industry Classification System codes.

THE ECONOMIC CENSUS IS THE OFFICIAL 5-YEAR MEASURE OF AMERICAN BUSINESS

For more statistics on this industry, visit [business.census.gov](http://business.census.gov)

Source: 2012, 2007, and 2002 Economic Census; Economy-Wide Key Statistics File

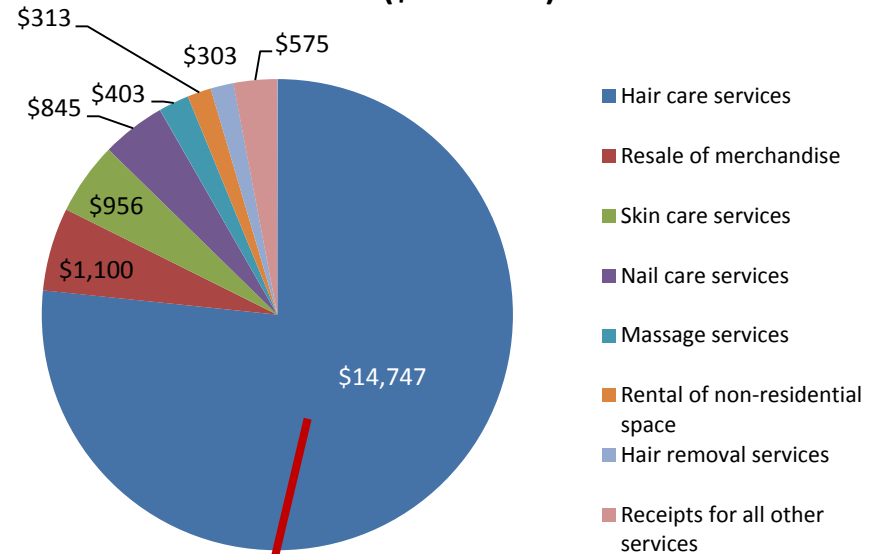




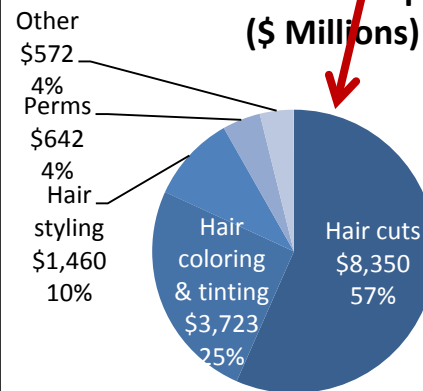
# Industry Series

- Started in **May 2014** (nearly complete)
- National-level** data only, but...
- More detailed NAICS**
- Products** data
- NAICS** Changes...

**Broad Beauty Salon Product Line Receipts: 2007 (\$ Millions)**



**Detailed Beauty Salon Product Line Receipts: 2007 (\$ Millions)**



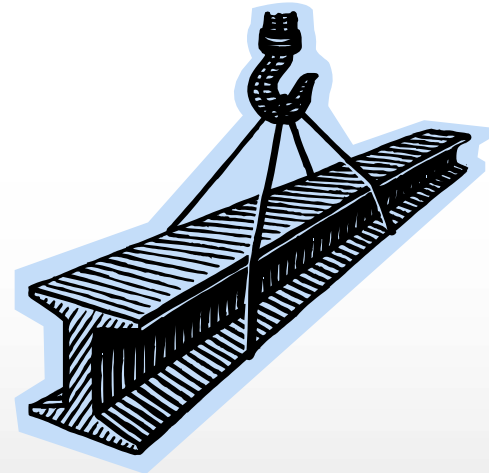
# New Industries for the 2012 Economic Census

- New and emerging industries
  - Breakout of **solar, wind, geothermal, and biomass electric power generation** from All Other Electric Power Generation (NAICS 221119)
  - Stats:
    - Number of businesses: 673 in 2011 with 9,058 employees (435 in 2007)
    - In 2011: CA - 106, TX - 53



# Industry Changes for the 2012 Economic Census

- Consolidations due to decrease in number of companies due to:
  - General **industry decline**
  - Company **consolidation** (mergers and acquisitions)
- Primarily impacts the **manufacturing** sector (178 industries)
- Stats:
  - Steel mills (880 in 2007, 570 in 2011)
  - Machine tools (579 to 626 (cutting type) and 292 to 312 (forming type))



# Other Industry Changes

- Changes to (and consolidation of ) existing industries due to market change
- Primarily impact the Retail and A&F sectors
- Stats
  - Computer Stores: 12,411 in 2007, 10,292 in 2011
  - Camera Stores: 2,049 to 1,115
  - Music Stores: 4,496 to 2,379

2007 NAICS	2012 NAICS	NAICS Industry Title
	443142	Electronics Stores
443112		<i>Radio, Television, and Other Electronics Stores</i>
443120		<i>Computer and Software Stores</i>
443130		<i>Camera and Photographic Supplies Stores</i>
451220		<i>Prerecorded Tape, Compact Disc, and Record Stores</i>

# What's New Page

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- [History of the Economic Census: In Business Since 1810](#)
- [How Content of the Economic Census is Determined](#)
- [Industry Classification Updates](#)
- [Enterprise Statistics](#)
- [New for 2012](#)
- [Product Classification Updates](#)
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## New for 2012

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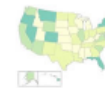
The 2012 Economic Census features a number of important changes from its predecessor, the 2007 Economic Census, that affect data users. See below for more information.



[Industry Classification Updates](#)



[Product Classification Updates](#)



[Geographic Updates](#)



[New Enterprise Statistics](#)



[Reporting Changes](#)

# Where Else Can I Go for More Information?

- NAICS web site (<http://www.census.gov/eos/www/naics/>)
  - Industry definitions and Concordance tables
  - Relationships to other systems
  - *Federal Register Notices*

The screenshot shows the NAICS web site interface. At the top, there is a navigation bar with the United States Census Bureau logo and links for Home, Blogs, About Us, Index A to Z, Glossary, and FAQs. Below the navigation bar, there are tabs for People, Business, Geography, Data, Research, and Newsroom. The main content area is titled "North American Industry Classification System" and includes a navigation menu with tabs for Main, History, Development Partners, Federal Register Notices, NAPCS, and FAQs. The "Federal Register Notices" tab is selected. The page content is divided into three columns. The left column contains a "NAICS Search:" section with three search boxes for 2012, 2007, and 2002 NAICS codes. The middle column is titled "Introduction to NAICS" and contains text explaining the system and its development. The right column is titled "Announcements" and contains links to "August 17, 2011" and "2012 NAICS Structure".

# Finding Data Page

A new home for the ISP

U.S. Department of Commerce  
**United States Census Bureau**  
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People | Business | Geography | Data | Research | Newsroom

You are here: [Census.gov](#) | [Business & Industry](#) | [Economic Census](#) | [Finding Data](#)

**Economic Census**  
 business.census.gov

**Industry Statistics Portal**

SELECT AN INDUSTRY

- 21 - Mining, quarrying, and oil and gas extraction
- 22 - Utilities
- 23 - Construction
- 31-33 - Manufacturing
- 42 - Wholesale trade
- 44-45 - Retail trade
- 48-49 - Transportation and warehousing
- 51 - Information
- 52 - Finance and insurance
- 53 - Real estate and rental and leasing
- 54 - Professional, scientific, and technical services
- 55 - Management of companies and enterprises
- 56 - Administrative and support and waste management and remediation services
- 61 - Educational services
- 62 - Health care and social assistance
- 71 - Arts, entertainment, and recreation
- 72 - Accommodation and food services
- 81 - Other services (except public administration)

NAICS SEARCH  
 Enter a NAICS code or Title

This application provides access to the Census Bureau programs that provide economic data for a user-selected industry. To choose the industry you are interested in:

- Enter the North American Industry Classification System (NAICS) code or keyword into the NAICS SEARCH box above, or
- Choose the industry from the SELECT AN INDUSTRY menu to the left.

For an overview of the information presented in the ISP, see [ISP Preview](#).  
 For tips on how to use the ISP, see [ISP Tips and Tricks](#).

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## Finding Data

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The Census Bureau conducts over 100 surveys each year to measure the nation's people, places, and economy.

The Economic Programs conducted by the Census Bureau cover business activity on the local and national levels. If you are interested in data about people and households, please visit the [People and Households page](#).

Choose one of the paths below to search for the data you need:

### Find Economic Data by Industry

View the new **Industry Statistics Portal**  
 or  
 View an Industry Snapshot

Want to learn more? Visit the [Industry Classifications Help Center](#).

### Find Economic Data by Geography



View Snapshots of selected geographies  
 Want to learn more? Visit the [Geography Help Center](#).

### Find Economic Data by Topic

Topics  
 (NAICS industry, year, dataset, ...)

Want to learn more? Visit the [Data Help Center](#).

### Find Demographic Data



Need data on age, race and ethnicity, income, and other demographic variables? Visit the [Demographic Data landing page](#).

Retail Trade (NAICS 44-45)

2012 Number of establishments (Center of establishment)

Number of establishments: 7,421 (2012), 7,207 (2011), 7,203 (2010)

Key Industry Statistics - New Mexico

	1997	2002	2007	2012	47.04 % Total
Number of establishments	7,421	7,207	7,203	-	-
State \$ turnover	14,884	18,338	24,470	-	25,000
Annual payroll (\$ millions)	1,405	1,767	2,281	-	15,000
Total employment	88,200	84,410	87,385	-	10,000
State per establishment (\$1,000)	2,019	2,538	3,330	-	-
State per employee (\$1,000)	174	202	281	-	-
State per \$ of payroll	10.2	10.4	10.2	-	-
Payroll per employee (\$)	18,888	19,759	22,112	-	240
Employees per establishment	11.8	12.4	12.9	-	104
State per retail (\$)	6,897	4,233	12,422	-	104
Population per establishment	333	312	275	-	52

Source: 1997, 2002, 2007, and 2012 Economic Census and Population Estimates

... and the Snapshots  
<http://www.census.gov/econ/snapshots/index.php>

# Industry Statistics Portal

Industry Statistics Portal (ISP) ([www.census.gov/econ/isp/](http://www.census.gov/econ/isp/))

- All data sources for an industry
- Links to AFF
- Industry definitions & comparability back to 1997

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United States Census Bureau

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Feedback

## Industry Statistics Portal

### 2012 NAICS: 44111 - New car dealers

#### GUIDE TO ALL DATA SOURCES

- ECONOMIC DATA IN AFF
- DEFINITION & COMPARABILITY
- 2012 NAICS SEARCH

#### RELATED INDUSTRIES

- ISP Home
- 44-45 - Retail trade
  - 441 - Motor vehicle and parts dealers
    - 4411 - Automobile dealers
      - 44111 - New car dealers
        - 441110 - New car dealers

#### SELECTED VISUALIZATIONS

#### Guide to All Census Bureau Data Sources for This Industry

Source & Description	Frequency	Latest Data	Geography	Industry
<a href="#">Monthly Retail Trade and Food Services Survey (MRTS)</a>	Monthly	Feb 2014	U.S.	Selected 2 thru 5 digits
<a href="#">Annual Retail Trade Survey (ARTS)</a>	Annual	2011	U.S.	Selected Retail Trade 3- thru 6-digits
<a href="#">County Business Patterns (CBP)</a>	Annual	2011	U.S., states, counties, metros, ZIP Codes, and island areas	Selected 2- thru 6-digits
<a href="#">Statistics of U.S. Businesses (SUSB)</a>	Annual	2011	U.S., states, metro areas, counties	Selected 2- thru 6-digits
<a href="#">Economic Census (ECN)</a>	Every 5 years	2012	U.S., states, counties, places, metros, ZIP Codes	2- thru 6-digits
<a href="#">Economic Census of Island Areas (IA)</a>	Every 5 years	2007	American Samoa, Commonwealth of the Northern Mariana Islands, Guam, Puerto Rico, and the US Virgin Islands	2- thru 5 digits
<a href="#">Survey of Business Owners (SBO)</a>	Every 5 years	2007	U.S., states, counties, cities, metro areas	Selected 2- thru 6-digits



# Release Schedule

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## Schedule by quarter

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Geographic Area Series

### 2012 Economic Census Data Release Schedule

	2014				2015				2016			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
<b>Economic Census of the United States</b>												
Multi-Sector												
Mining												
Utilities <sup>[2]</sup>												
Construction												
Manufacturing												
Wholesale Trade												
Retail Trade <sup>[2]</sup>												
Services <sup>[1]</sup>												

# Geographic Area Series

- Started on **January 27, 2015**
- **National-, state- county-, metro area-, and economic place-level data**
- **Full NAICS detail**
- **LOTS of Changes Coming...**

# State Release Order

Group	State(s)	Group	State(s)
1	CO	10	DE, DC, MD, NJ, NY, OH, PA, VA, WV
2	HI	11	KY, NC, TN
3	MT	12	IL, IN
4	AK	13	AL, AR, GA, LA, MS, SC
5	ME	14	IA, MO, NE, SD
6	AZ, NE	15	KS, MI, MN, ND, OK, WI
7	CA	16	NM, TX
8	ID, OR, UT, WA, WY	17	FL, US
9	CT, MA, NH, RI, VT		

2012 Economic Census Release Schedule by Program and Series

Publication Series	Report Title	Release Date Range
<u>Core Business Statistics</u>	Advance Report	March '14
	Enterprise Statistics	Feb '16
	Franchise	Feb '16
	Bridge	June '16
	Comparative	June '16
<u>Industry Series</u>	Construction	Oct '14 - Dec '14
	Manufacturing	June '14 - Dec '14
	Mining	Oct '14 - Dec '14
	Retail	July '14 - Jan '15
	Services	July '14 - Feb '15
	Utilities and Finance	June '14 - Feb '15
	Wholesale	July '14 - Feb '15
<u>Geographic Area Series</u>	Construction	Feb '15 - Oct '15
	Manufacturing	Dec '14 - Feb '15
	Mining	Feb '15 - April '15
	Retail	Feb '15 - Oct '15
	Services	May '15 - Dec '15
	Utilities and Finance	Feb '15 - Nov '15
	Wholesale	Feb '15 - Oct '15

# New Places

- 2007 EC cutoff: **5,000+** pop or jobs
- 2012 EC cutoff: **2,500+** pop or jobs
- Results in nearly **5,000** new places published for 2012

## 2012 Economic Census

Economic Place Changes from 2007 to 2012 for: Illinois

### Summary Information:

No. Places in 2007:	561
No. Places Added for 2012:	187
No. Places Dropped for 2012:	7
No. Places in 2012:	741

### Added Places (Cross-over place parts highlighted in blue)

COUNTY Code	TITLE	PLACE Code	TITLE	COUNTY Code	TITLE	PLACE Code	TITLE
000	Cross-Over Total	02414	Arthur village	031	Cook County	11618	Casey city
		03883	Barrington Hills village			47163	Marshall city
		07770	Braidwood city			26454	Flora city
		11618	Casey city			07913	Breese city
		13074	Cherry Valley village			11228	Carlyle city
		15235	Coal Valley village			52142	New Baden village
		17523	Crete village			75991	Trenton city
		19083	Deer Park village			03883	Barrington Hills village
		19837	Diamond village			05404	Berkeley village
		21254	Dupo village			09798	Burnham village
		21358	Dwight village			17523	Crete village
		21696	East Dundee village			19083	Deer Park village
		23737	El Paso city			20149	Dixmoor village
		24933	Fairmont City village			21696	East Dundee village
		45993	Madison city			26710	Ford Heights village
		52142	New Baden village			35385	Hodgkins village
		57225	Palatine village			35866	Homewood city
57472	Paris city	37257	Indian Head Park village				
64746	Rochelle city	39519	Kenilworth village				
65000	Rockford city	45564	McCook village				
78149	Virden city	55938	Olympia Fields village				
003	Alexander County	10383	Cairo city	57225	Palatine village		
007	Boone County	13074	Cherry Valley village	57407	Palos Park village		
		61145	Poplar Grove village	61314	Posen village		
015	Carroll County	67821	Savanna city	70564	South Barrington village		
019	Champaign County	66950	St. Joseph village	70629	South Chicago Heights		
		67860	Savoy village	72923	Stone Park village		
		75614	Tolono village	035	Cumberland County	11618	Casey city
021	Christian County	41346	Lake of the Woods CDP	037	DeKalb County	16470	Cortland town
		57472	Paris city	28898	Genoa city		

# Place Changes

## 2012 Economic Census - GeoNotes File for Georgia

(List of all newly-recognized places for the 2012 Economic Census and all places with any change from the 2007 Economic Census)

2012				2007			Description of Change (2007 to 2012)	Change Date
Economic Place Long (LSAD) Name	ECPLACE Code	COUNTY code	COUNTY Name	Economic Place Long (LSAD) Name	ECPLACE Code	COUNTY code		
Abbeville city	00184	315	Wilcox	Balance of Wilcox County	98315	315	Newqualifying place	01/01/2012
Adairsville city	00436	015	Bartow	Balance of Bartow County	98015	015	Newqualifying place	01/01/2012
Adel city	00576	075	Cook	Adel city	00576	075	Area gain	01/01/2010
Alamo town	00996	309	Wheeler	Balance of Wheeler County	98309	309	Newqualifying place	01/01/2012
Alma city	01612	005	Bacon	Balance of Bacon County	98005	005	Newqualifying place	01/01/2012
Ashburn city	03236	287	Turner	Balance of Turner County	98287	287	Newqualifying place	01/01/2012
Atlanta city	04000	000		Atlanta city	04000	000	Area gain	01/01/2010
Atlanta city	04000	121	Fulton	Atlanta city	04000	121	Area gain	01/01/2010
Auburn city	04140	000		Auburn city	04140	000	Area gain	01/01/2010
Auburn city	04140	013	Barrow	Auburn city	04140	013	Area gain	01/01/2010
Augusta-Richmond County consolidated government (balance)	04204	245	Richmond	Augusta-Richmond County consolidated government	04200	245	New qualifying place/Includes all or part of a merged or deleted 2007 entity	01/01/2012
Avondale Estates city	04644	089	DeKalb	Balance of DeKalb County	98089	089	Newqualifying place	01/01/2012
Baldwin city	04980	000		Balance of Habersham County	98137	000	Newqualifying place	01/01/2012
Baldwin city	04980	011	Banks	Balance of Banks County	98011	011	Newqualifying place	01/01/2012
Baldwin city	04980	137	Habersham	Balance of Habersham County	98137	137	Newqualifying place	01/01/2012
Baxley city	06016	001	Appling	Balance of Appling County	98001	001	Newqualifying place	01/01/2012
Blackshear city	08284	229	Pierce	Balance of Pierce County	98229	229	Newqualifying place	01/01/2012
Blairsville city	08480	291	Union	Balance of Union County	98291	291	Newqualifying place	01/01/2012
Bloomington city	08844	051	Chatham	Balance of Chatham County	98051	051	Newqualifying place	01/01/2012
Blue Ridge city	08928	111	Fannin	Balance of Fannin County	98111	111	Newqualifying place	01/01/2012
Bonanza CDP	09272	063	Clayton	Balance of Clayton County	98063	063	Newqualifying place	01/01/2012
Braselton town	10076	000		Balance of Jackson County	98157	000	Newqualifying place	01/01/2012
Braselton town	10076	013	Barrow	Balance of Barrow County	98013	013	Newqualifying place	01/01/2012
Braselton town	10076	135	Gwinnett	Balance of Gwinnett County	98135	135	Newqualifying place	01/01/2012
Braselton town	10076	139	Hall	Balance of Hall County	98139	139	Newqualifying place	01/01/2012
Braselton town	10076	157	Jackson	Balance of Jackson County	98157	157	Newqualifying place	01/01/2012
Buford city	11784	000		Buford city	11784	000	Area gain	01/01/2010
Buford city	11784	135	Gwinnett	Buford city	11784	135	Area gain	01/01/2010
Buford city	11784	139	Hall	Buford city	11784	139	Area gain	01/01/2010
Byron city	12260	000		Balance of Peach County	98225	225	Newqualifying place	01/01/2012
Byron city	12260	153	Houston	Balance of Peach County	98225	225	Newqualifying place	01/01/2012
Byron city	12260	225	Peach	Balance of Peach County	98225	225	Newqualifying place	01/01/2012
Camilla city	12624	205	Mitchell	Camilla city	12624	205	Area gain/Area loss	01/01/2010
Cartersville city	13688	015	Bartow	Cartersville city	13688	015	Area gain	01/01/2010
Cedartown city	14500	233	Polk	Cedartown city	14500	233	Area gain	01/01/2010
Centerville city	14920	153	Houston	Centerville city	14920	153	Area gain	01/01/2010

- Adds / Drops
- Boundary Changes
- New Incorporations / Unincorporations

# New Metros

- 2007: metro areas as of Dec. 2006
- 2012: metros after 2010 Decennial
- 156** new or changed metros

2012 vs. 2007 California Metro Areas and Their County Components

TITLE	Notes	CSA code	MSA code	MD code	ST code	COUNTY code
<b>Combined Statistical Areas and Their Component Metro and Micro Areas and Counties</b>						
Fresno-Madera, CA CSA	No changes for 2012 to 2007 Combined Statistical Area, component Metro Areas, or counties	260	00000	99999	06	
Fresno, CAMetro Area		260	23420	99999	06	
Fresno County		260	23420	99999	06	019
Madera, CAMetro Area		260	31460	99999	06	
Madera County		260	31460	99999	06	039
Los Angeles-Long Beach, CA CSA	2007 Combined Statistical Area, with a 2007 Metro Area and a Metro Division reconfigured	348	00000	00000	06	
Los Angeles-Long Beach-Anaheim, CAMetro Area		348	31080	00000	06	
Anaheim-Santa Ana-Irvine, CAMetro Division		348	31080	11244	06	
Orange County	In MSA31100 and MD 42044 in 2007	348	31080	11244	06	059
Los Angeles-Long Beach-Glendale, CAMetro Division		348	31080	31084	06	
Los Angeles County	In MSA31100 in 2007	348	31080	31084	06	037
Oxnard-Thousand Oaks-Ventura, CAMetro Area		348	37100	99999	06	
Ventura County		348	37100	99999	06	111
Riverside-San Bernardino-Ontario, CAMetro Area		348	40140	99999	06	
Riverside County		348	40140	99999	06	065
San Bernardino County		348	40140	99999	06	071
Modesto-Merced, CA CSA	New Combined Statistical Area, comprised of two 2007 Metro Areas	382	00000	99999	06	
Merced, CAMetro Area		382	32900	99999	06	
Merced County	Not in a CSA in 2007	382	32900	99999	06	047
Modesto, CAMetro Area		382	33700	99999	06	
Stanislaus County	Not in a CSA in 2007	382	33700	99999	06	099
Redding-Red Bluff, CA CSA	New Combined Statistical Area, comprised of a 2007 Metro Area and a 2007 Micro Area	454	00000	99999	06	
Red Bluff, CAMicro Area		454	39780	99999	06	
Tehama County	Not in a CSA in 2007	454	39780	99999	06	103
Redding, CAMetro Area		454	39820	99999	06	
Shasta County	Not in a CSA in 2007	454	39820	99999	06	089
Sacramento-Roseville, CA CSA	2007 Combined Statistical Area, comprised of part of a 2007 Combined Area (remainder in 2012 CSA 456)	472	00000	99999	06	
Sacramento--Roseville--Arden-Arcade, CAMetro Area		472	40900	99999	06	
El Dorado County		472	40900	99999	06	017
Placer County		472	40900	99999	06	061
Sacramento County		472	40900	99999	06	067
Yolo County		472	40900	99999	06	113
Truckee-Grass Valley, CAMicro Area		472	46020	99999	06	
Nevada County		472	46020	99999	06	057
Yuba City, CAMetro Area		472	49700	99999	06	
Sutter County		472	49700	99999	06	101
Yuba County		472	49700	99999	06	115

# More Sectors

## 2012 Economic Census Geographic Coverage

Economic Census Sector	States	Metro Areas	Coun- ties	Places	ZIPs
21: Mining	X				
22: Utilities	X	X	X	X	
23: Construction	X				
31-33: Manufacturing	X	X	X	X	
42: Wholesale Trade	X	X	X	X	
44-45: Retail Trade	X	X	X	X	X
48-49: Transportation and Warehousing	X	X	X	X	
51: Information	X	X	X	X	
52: Finance and Insurance	X	X	X	X	
53: Real Estate and Rental and Leasing	X	X	X	X	
54: Professional, Scientific, and Technical Services	X	X	X	X	X
55: Management of Companies and Enterprise	X				
56: Admin. and Support and Waste Management and Remediation Services	X	X	X	X	X
61: Educational Services	X	X	X	X	X
62: Health Care and Social Assistance	X	X	X	X	X
71: Arts, Entertainment and Recreation	X	X	X	X	X
72: Accommodation and Food Services	X	X	X	X	X
81: Other Services (Except Public Administration)	X	X	X	X	X

X – New for 2012

# Other Geographic Changes

- **No pub cutoffs**
- **6 New Counties in AK**
- **Planning Areas in PR**
- **Geographic Components**
  - Offshore Areas
  - “Statewide” Areas
  - Non-Metro Areas

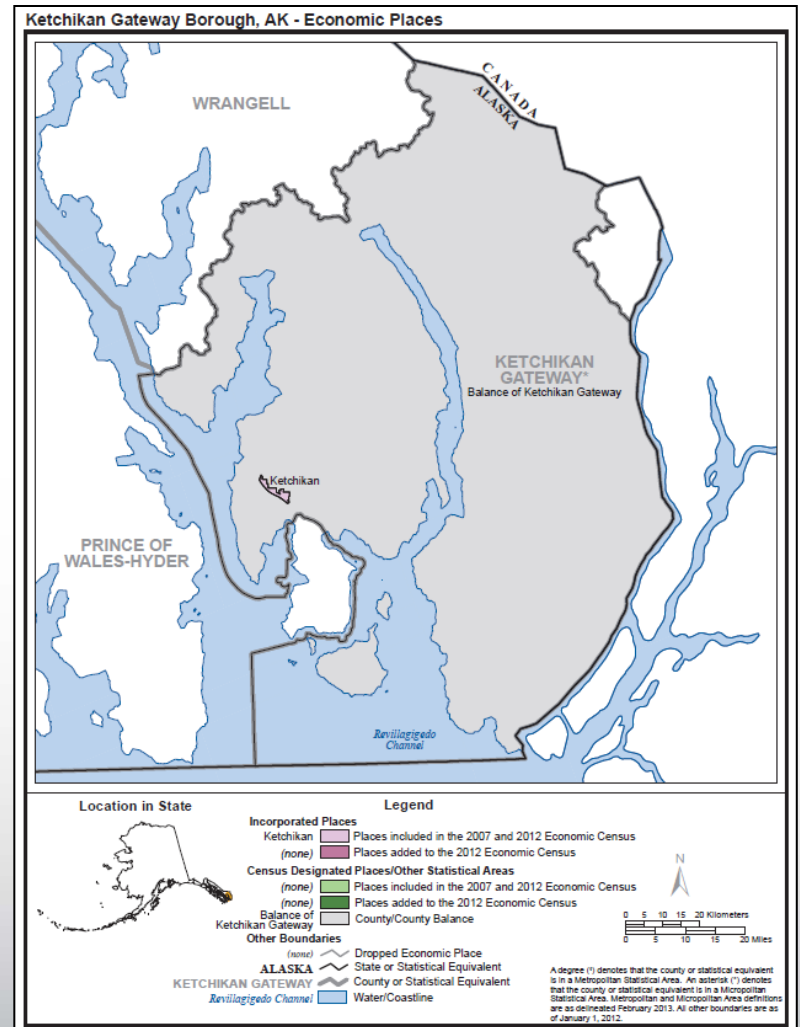
Geography Filter Options

- Geographic Type
- Summary Level
- Within State
- Geographic Component

Include in results:

- All geographies
- Individual geographies
- Groups of geographies

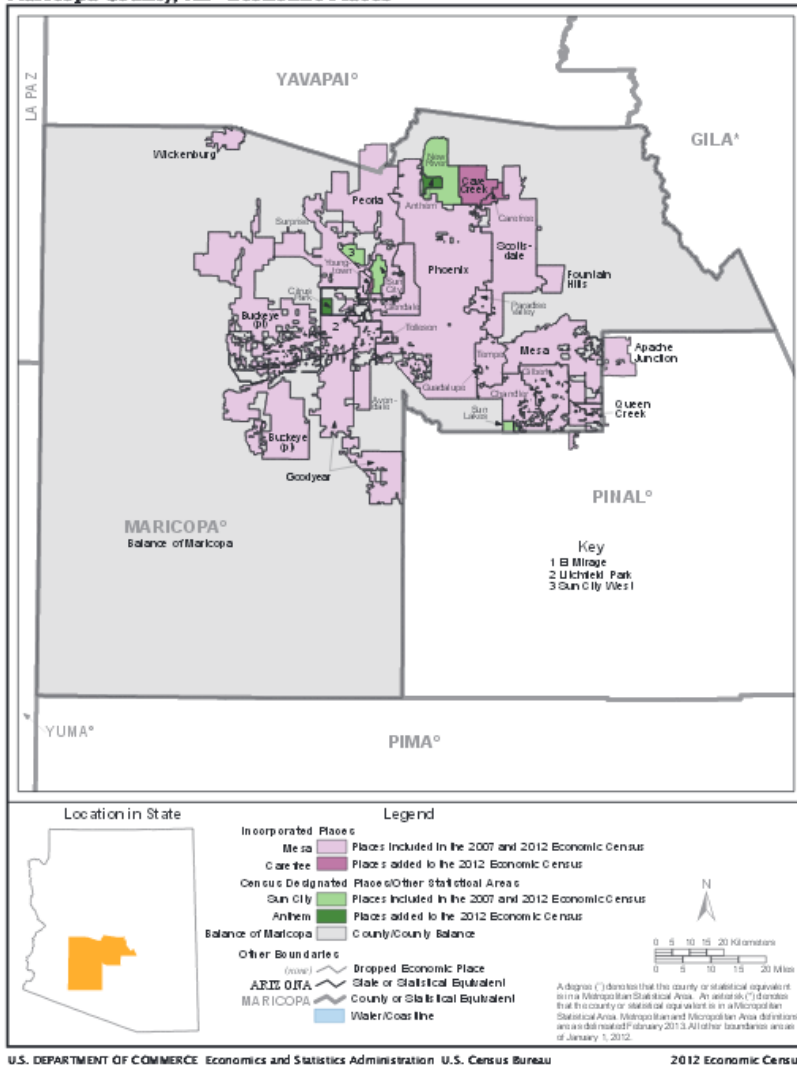
Show Geographic Components (e.g., urban, rural)



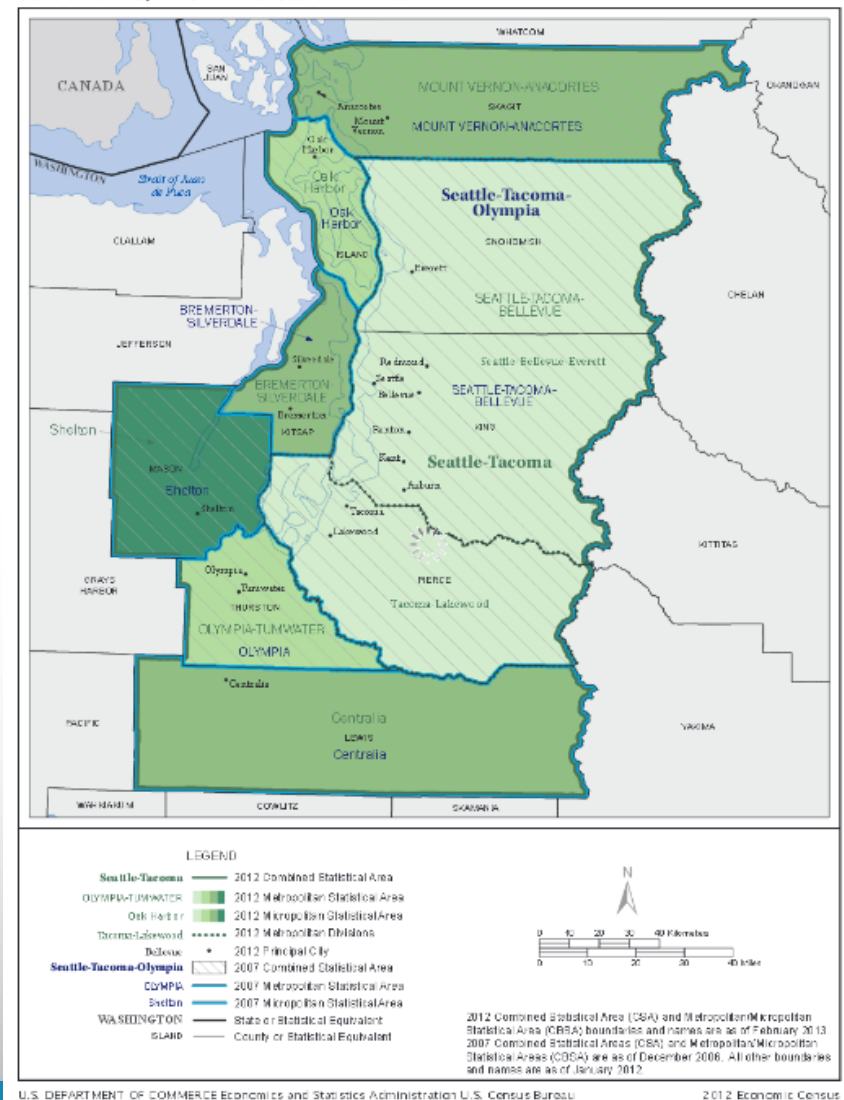


# Reference Maps

Maricopa County, AZ - Economic Places



Seattle-Tacoma, WA Combined Statistical Area



# 2012 EC Geo Reference info

# Help Center Page

**In this section:**

- Counties
- Geographic Coverage Tables**
- Metropolitan and micropolitan Areas
- Offshore Areas
- Places
- Puerto Rico Planning Regions
- Regions and Divisions
- States
- ZIP Codes
- Geography Changes for the 2012 Economic Census**

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The 2012 Economic Census provides a comprehensive view of the American economy for the first time since the 2007 Census. While the economic census occurs every five years, there is a multitude of other programs that provide limited economic data on a monthly, quarterly, annual, and five year basis. To help you arrive at the data you need we have created the following user guide:

**The American FactFinder Help Center**



For directions on using American Factfinder, please click on the graphics link above. To begin searching immediately, please visit our [Finding Data landing page](#).

**Understanding Industry Classification Systems**



Learn how we classify businesses and economic output.

**What Data Tools are Available**




Learn about the different tools available.

**Methodology and Disclosure Help Center**

Table	Annual period	By quarter period
(1), (2), (3)	(4), (5)	(6), (7)

Learn how we collect data and protect the identity of our respondents.

**Understanding Geography**



Learn about geography and view a variety of reference maps. [Go here](#) find data by geography.

**Understanding Economic Data**

Annual period	Number of past respondents for the period including March '12
45,887,472	738,431
51,851,818	837,241

Learn the who, what, when, why, and how of economic data.

**New Mexico**  
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Note: The following maps were created for the 2012 Economic Census. You can view maps for New Mexico from the 2007 Economic Census [here](#). All maps are in Portable Document Format (PDF).

**2012 State Map**

- Map of New Mexico

**2012 County Maps**  
 Bernalillo County, NM | Get Map

**2012 Combined Statistical Area (CSA) Maps**  
 Albuquerque-Santa Fe-Las Vegas, NM Combined Statistical Area | Get Map

**2012 Metropolitan/Micropolitan Area Maps**  
 Alamogordo, NM Micropolitan Statistical Area | Get Map

**2012 State Geography Changes**

- All boundary and coding changes between 2007 and 2012 [pdf]
- Boundary changes to Metropolitan/Micropolitan between 2007 & 2012 [pdf]
- Boundary changes to Economic Places between 2007 & 2012 [pdf]

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**North American Industrial Classification System & Other Classification Systems**  
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In this section we provide information about how the Census Bureau classify businesses and their activities.

**Industry Classification**

- Sectors
- Codes Not Covered in the Economic Census
- Industry Code Updates
- Classification of Establishments

**Product Classification**

- Product Classification
- Broad vs Detailed Product Lines

*Additional content coming soon*

**Methodology & Disclosure**  
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In this section we provide information about how we gather data and protect the identity of our respondents.

**Methodology**

- Basis of Reporting
- Different Methodologies
- Method of Assigning Tax Status
- Reliability of Data
- Who gets a form?

**Disclosure**

- Data Processing and Treatment of Nonresponse
- Glossary of Disclosure Symbols
- What is Disclosure?

**Data Help Center**  
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In this section we provide information about the data we provide and topics we cover.

For users looks for assistance finding data on American FactFinder please visit the [Finding Data](#) section.

**Data Resources**

- Changes to the Data
- Content (Data Items)
- Data we don't have
- Definitions
- Definition Changes
- Different Data Sources
- Finding Common Statistics
- Related Sites
- Sources of the Data
- Things to Keep in Mind

**Data Topics**

- Business Expenses
- Comparative Statistics
- Concentration Ratios
- E-Commerce
- Legal Form of Organization
- Minority, Women, and Veteran-Owned Businesses
- Small Business and Business Size
- Puerto Rico and the Island Areas
- Workers and Employment

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**What Data Tools are Available**



**Understanding Industry Classification Systems**



Learn how we classify businesses and economic output.

**Methodology and Disclosure Help Center**

Sales (\$1,000)	Annual payroll (\$1,000)	Full-time employees (March 12)
0	0	0
0	0	0

Learn how we collect data and protect the identity of our respondents.

**Understanding Economic Data**

Annual payroll (\$1,000)	Number of full-time employees (March 12)
43,887,472	738,432
11,851,818	637,241

Learn the who, what, when, why, and how of economic data.

Comprehensive descriptions

# Uses of Census Data Page

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## Economic Census

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**In this section:**

- [Comparing My Business](#)
- [Comparing My Community](#)
- [Identifying New Markets](#)
- [Creating Business Plans](#)

### Uses of Census Data

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The Economic Census provides detailed statistics that are important for industries and communities. Trade associations, chambers of commerce, and businesses rely on this information for economic development, business decisions, and strategic planning. Browse the topics below for information on using these statistics, including sample case studies. Full statistical tables from the Economic Census can be found in [American FactFinder](#).

[See uses of the Economic Census](#)

#### Compare my business to others

Your Business	Industry Average 2007
2,526,478	3,911,027
132,973	165,495

Business owners and managers can compare the operating data for their business to totals and averages for their industry (such as sales per employee) from the national, state, and even local level to evaluate their current operations. Business owners and managers can also compare the data for their business to businesses in related industries and other industries in their local area.

[See Example >](#)

#### Compare my community to others

Local economic development organizations and chambers of commerce can compare statistics for the industries in their community to identify opportunities for growth. They can also compare statistics for the industries in their community to neighboring communities, their metro area and state, and to national totals to identify market share and trends.

[See Example >](#)

#### Identify business markets

Business owners and managers can analyze information for their customers at the local level to identify unsaturated or emerging/growing markets for their products and for opportunities for expansion.

[See Example >](#)

#### Use data in business plans and loan applications

Entrepreneurs can use statistics from the Economic Census for the industry that they are considering starting a business in or for related industries at the local level in their business plans. They can also use this information in loan applications to local business lenders and in government business development agencies to validate the potential market they are considering entering.

[See Example >](#)

Help us identify real-life examples...

# Census-Related Programs

- **Commodity Flow Survey (CFS)** - Selected national- and finer-level data on the movement of products across the U.S. by mode of transportation (plus other breakouts). (<http://www.census.gov/econ/cfs/>)
- **Economic Census of Island Areas** – Selected industry, product, and other data for American Samoa, Guam, the Northern Mariana Islands, Puerto Rico, and the U.S. Virgin Islands. (<http://www.census.gov/econ/islandareas/>)
- **Survey of Business Owners (SBO)** – Selected national- and finer-level industry data for women- and minority-owned businesses and the characteristics of all businesses and their owners. (<http://www.census.gov/econ/sbo/>)

# Current Economic Surveys

---

- Other Annual and related economic programs
  - Retail e-Commerce Sales (<http://www.census.gov/econ/estats/index.html>)
  - Annual Capital Expenditures Survey  
(<http://www.census.gov/econ/aces/index.html>)
  - Information and Communication Technology Survey  
(<http://www.census.gov/econ/ict/index.html>)
  - Statistics of U.S. Businesses (<http://www.census.gov/econ/susb/index.html>)
  - Foreign Trade (<http://www.census.gov/foreign-trade/>)
  - Census of Governments (<http://www.census.gov/govs/>)

# Statistics About Governments

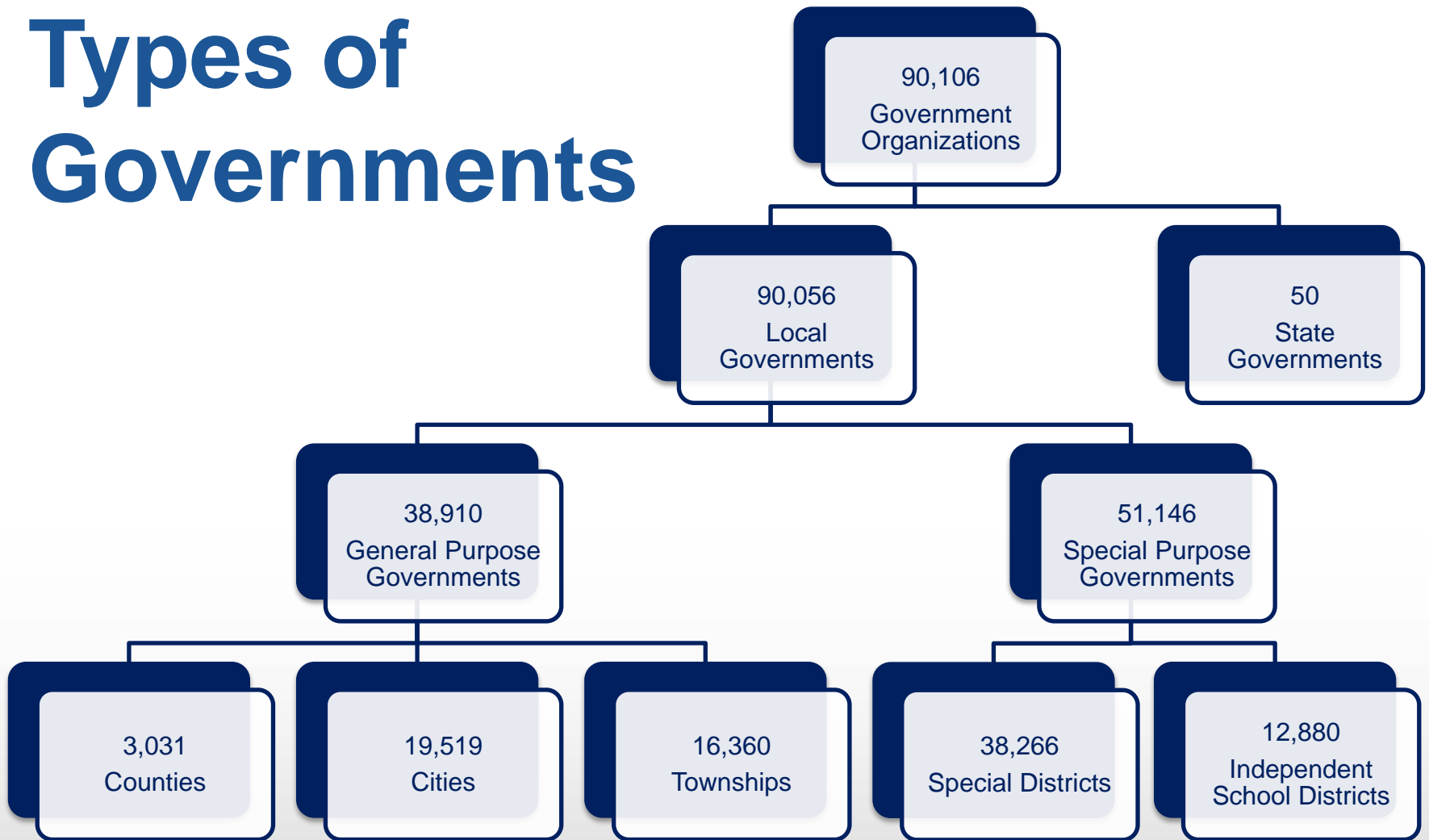
- **Main purposes**
  - Provide economic statistics about governments at the federal, state, and local area levels
  - Serve as public-sector counterpart to private sector
  - Track activity of governments over time
- Response is **voluntary**
- Virtually **no confidentiality restriction**

# Core Programs Content

- **Organization and Structure** – Governments by type
- **Government Employment** - Full-time employees, Full-time gross payroll, Part-time employees, Part-time gross payroll, Computed FTE
- **Government Finances** - Revenue by type, Expenditure by character object & function, Debt term, Cash and Securities by type of holding

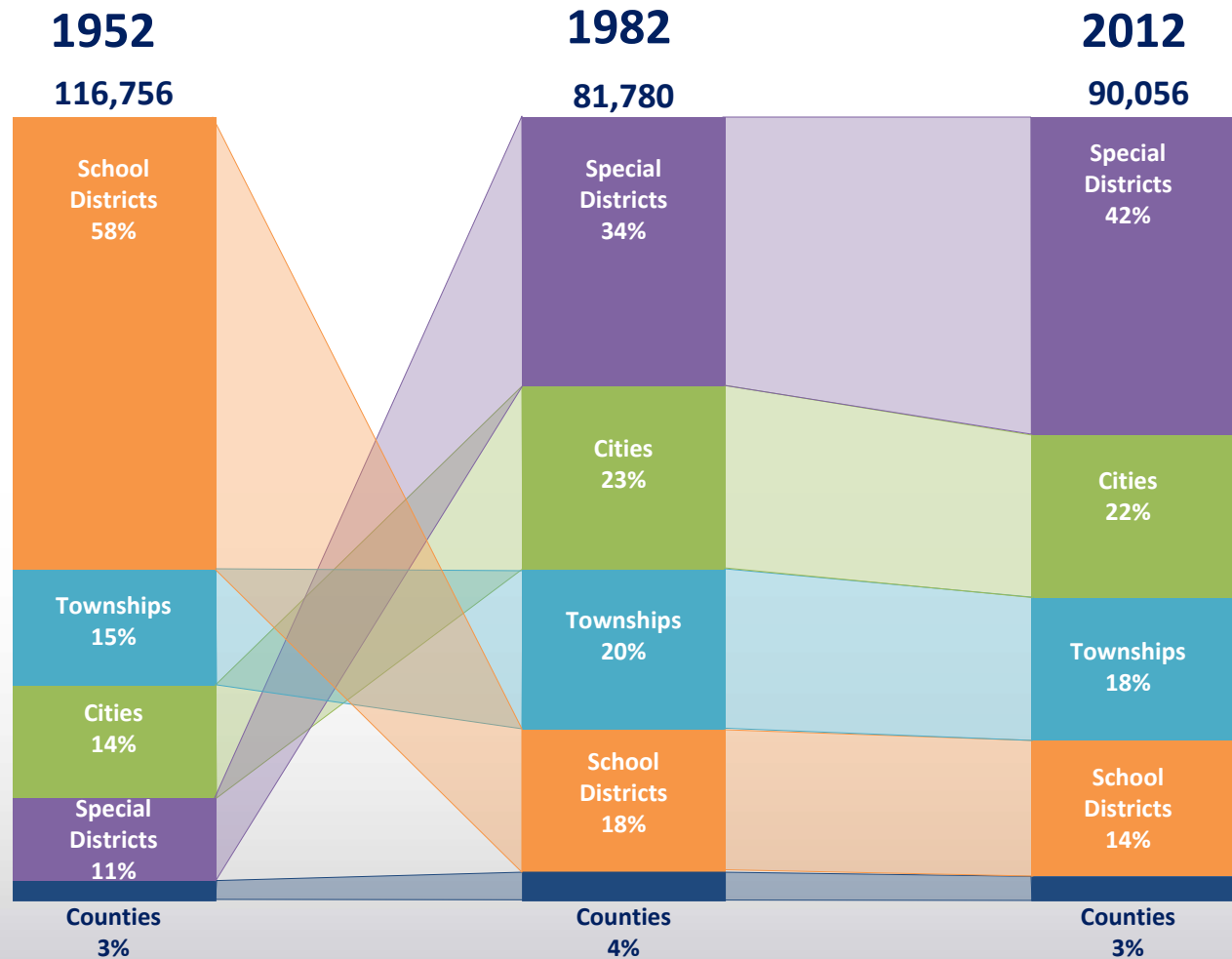


# Types of Governments



Source: U.S. Census Bureau, 2012 Census of Governments: Organization

# Composition of Local Governments



Source: 1952, 1982, & 2012 Census of Governments:

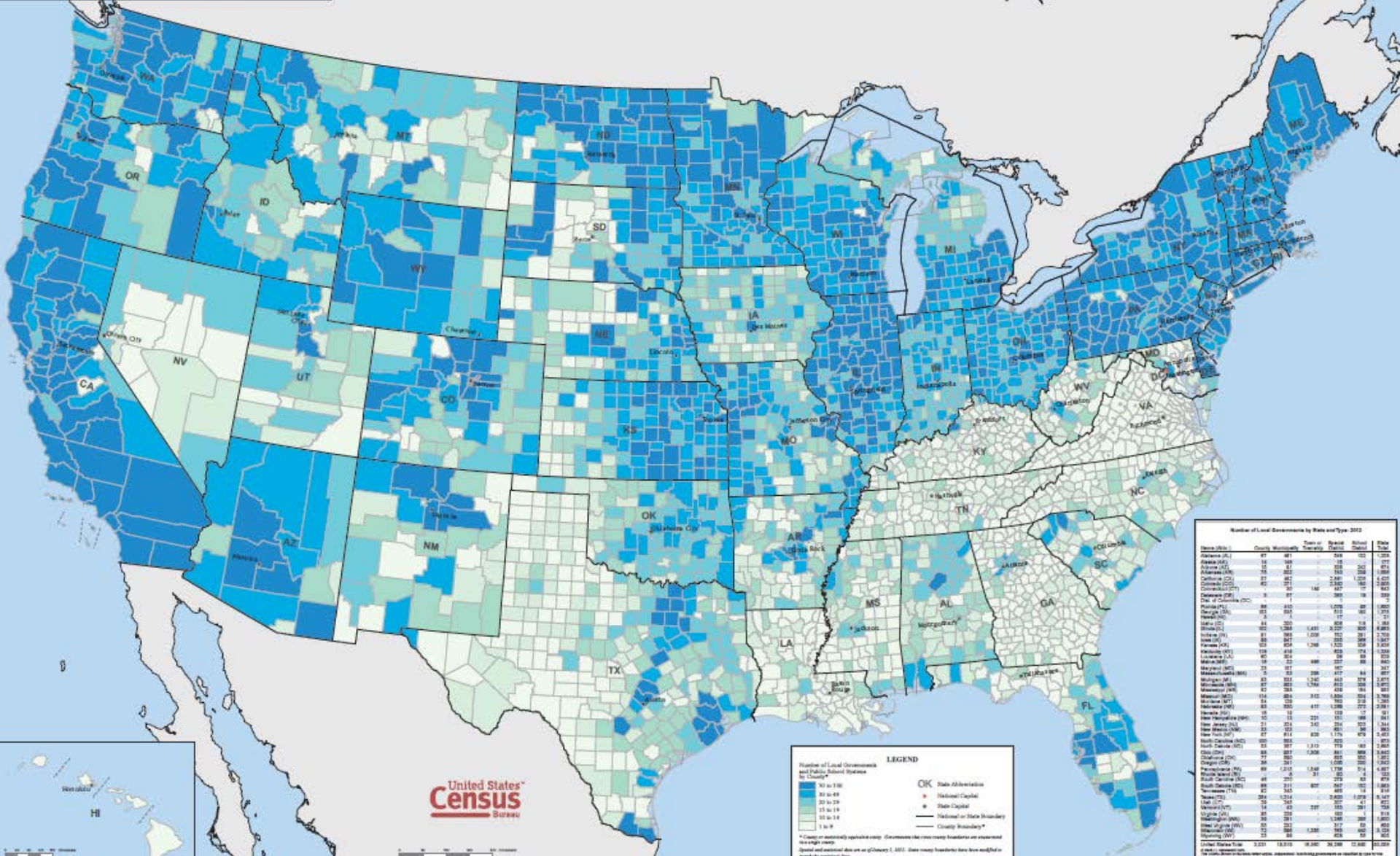
# Virginia vs. Maryland, Illinois, and Connecticut

## Counts of Governments

	Virginia	Maryland	Illinois	Connecticut
Counties	95	23	102	0
Cities	229	157	1,298	30
Townships	0	0	1,431	149
Special Districts	193	167	3,227	447
School Districts	1	0	905	17
<b>Total</b>	<b>518</b>	<b>347</b>	<b>6,963</b>	<b>643</b>

Source: U.S. Census Bureau, 2012 Census of Governments

# 2012 Census of Governments The Many Layers of American Government



United States  
**Census**  
Bureau

**LEGEND**

Number of Local Governments and Public Subdivisions by County\*

- 50 or more
- 30 to 49
- 20 to 29
- 10 to 19
- 1 to 9

- OK State Abbreviation
- National Capital
- State Capital
- National or State Boundary
- County Boundary\*

\* Counties with unincorporated areas are shown in light gray. State and national boundaries are as of January 1, 2012. Some county boundaries have been modified in the past 12 months.

Number of Local Governments by State and Type, 2012

State (US)	County	Municipality	State or County	Special District	Other	Total
Alabama (AL)	67	481	1	588	10	1,247
Alaska (AK)	16	168	1	18	1	204
Arizona (AZ)	15	81	1	105	20	221
Arkansas (AR)	16	202	1	219	1	423
California (CA)	57	487	1	2,488	123	3,149
Colorado (CO)	62	71	1	1,820	10	1,964
Connecticut (CT)	8	37	1	38	1	87
Delaware (DE)	3	1	1	3	1	6
District of Columbia (DC)	1	1	1	1	1	4
Florida (FL)	68	410	1	1,070	20	1,909
Georgia (GA)	63	384	1	1,245	10	2,002
Hawaii (HI)	1	1	1	1	1	4
Idaho (ID)	24	20	1	62	1	104
Illinois (IL)	102	1,388	1,481	3,229	80	6,480
Indiana (IN)	91	188	1,038	112	21	1,439
Iowa (IA)	99	347	1	240	20	617
Kansas (KS)	102	64	1	1,522	10	1,719
Kentucky (KY)	118	418	1	628	174	1,238
Louisiana (LA)	62	314	1	412	10	829
Maine (ME)	18	22	1	88	23	144
Maryland (MD)	23	87	1	102	1	213
Massachusetts (MA)	5	33	288	417	84	807
Michigan (MI)	83	384	1,245	412	27	2,151
Minnesota (MN)	67	283	1,784	410	28	2,533
Mississippi (MS)	18	10	1	10	1	30
Missouri (MO)	114	304	310	1,884	54	2,566
Montana (MT)	10	10	1	10	1	32
Nebraska (NE)	93	300	1	1,094	27	1,712
Nevada (NV)	16	15	1	123	1	154
New Hampshire (NH)	21	21	221	10	1	254
New Jersey (NJ)	21	21	242	20	1	285
New Mexico (NM)	17	17	1	17	1	53
New York (NY)	62	414	620	1,174	10	2,218
North Carolina (NC)	102	410	1,010	1,010	10	2,440
North Dakota (ND)	10	10	1	10	1	32
Ohio (OH)	79	385	1,008	800	10	2,183
Oklahoma (OK)	77	10	1	10	1	99
Oregon (OR)	37	10	1	10	1	58
Pennsylvania (PA)	68	1,010	1,540	1,700	10	4,210
Rhode Island (RI)	5	20	1	20	1	47
South Carolina (SC)	46	200	1	200	1	402
South Dakota (SD)	62	110	1	110	1	183
Tennessee (TN)	92	340	1	480	10	920
Texas (TX)	284	1,010	1,010	1,010	10	4,050
Utah (UT)	10	10	1	10	1	32
Vermont (VT)	14	14	1	14	1	39
Virginia (VA)	60	200	1	200	1	402
West Virginia (WV)	18	18	1	18	1	43
Wisconsin (WI)	90	300	1,000	310	10	1,610
Wyoming (WY)	23	23	1	23	1	58
<b>Total</b>	<b>3,333</b>	<b>18,100</b>	<b>46,300</b>	<b>24,200</b>	<b>1,500</b>	<b>90,233</b>

# Sources of Tax Revenue

## Percent Distribution of State Government Tax Revenue

Percent Distribution of State Government Tax Revenue

	Total %	Sales Total	General Sales	Selective Sales	License Taxes Total	Income Taxes Total	Individual Income	Corporation Income	All Other Taxes Total	Property Taxes	Other Taxes
U.S. Average	100	46.4	30.1	16.4	6.5	41.9	36.5	5.3	5.1	1.5	3.6
Alaska	100	4.9	X	4.9	2.6	12.3	X	12.3	80.2	1.9	78.3
Delaware	100	14.6	X	14.6	37.6	43.0	33.8	9.3	4.8	X	4.8
Florida	100	82.9	58.8	24.1	5.6	5.9	X	5.9	5.6	<.01	5.6
Maryland	100	40.6	22.7	17.8	4.4	47.7	42.5	5.3	7.3	4.1	3.1
Virginia	100	32.3	19.3	12.9	4.2	60.8	56.8	4.0	2.7	.2	2.5

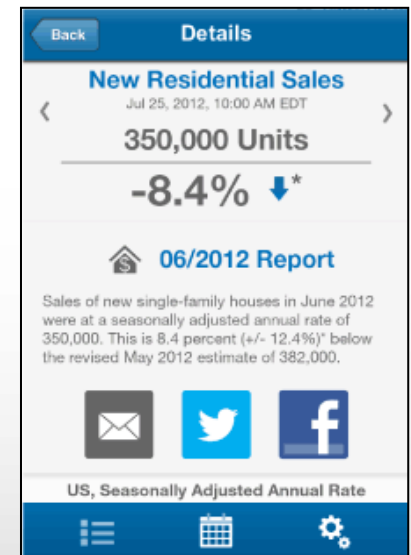
Source: U.S. Census Bureau, 2013 Survey of State Government Tax Collections

# Governments as Employers

	Fairfax County	Prince Georges County
Total Employees	49,681	29,936
Elementary and Secondary School Employees	34,250	20,441
Police Officers	1356	1617
Total Payroll	\$205,559,497	\$134,026,844
Elementary and Secondary School Payroll	\$129,649,536	\$88,468,711
Police Officers Payroll	\$10,146,636	\$10,007,933

# Other Economic Data Tools

- *QuickFacts*
  - Data from CBP, Nonemployers, SBO, EC, & Building Permits (and more coming soon)
- *Interactive Map*
  - Data from CBP and Pop Estimates
- *America's Economy* Mobile App
  - Data from the Economic Indicators
- *Business Development Tool...* coming soon...



# Summary

- Our new [business.census.gov](https://business.census.gov) site has a lot of useful materials for you and your users
  - Just a sip of data has been **released so far**
  - Lots more **coming**
- Stay tuned for other **new offerings**
- Visit [business.census.gov](https://business.census.gov) and promote use of Census **demo & econ data**



# Questions



# Thank You!